

Claims

- [c1] 1. A computer-implemented method of predicting a behavior of a first customer of a vendor at a future date comprising:
accessing data regarding the vendor's customers;
generating timeseries information for at least one of the vendor's customers;
training a model to obtain weights, wherein training is performed using at least some of timeseries information; and
predicting the behavior of the first customer at the future date, wherein predicting is performed using the weights in the model and at a frequency greater than monthly.
- [c2] 2. The method of claim 1, wherein each of accessing and generating are performed at least daily.
- [c3] 3. The method of claim 1, wherein each of the accessing and generating are performed substantially in real time.
- [c4] 4. The method of claim 1, wherein the behavior includes likelihood of retention.
- [c5] 5. The method of claim 1, wherein the behavior includes future revenue.
- [c6] 6. The method of claim 1, wherein:
accessing is performed for a second customer; and
the method further comprises removing a datum for the second customer before training because the datum for the second customer exceeds an outlier limit.
- [c7] 7. The method of claim 6, wherein removing the datum for the second customer is performed after training.
- [c8] 8. The method of claim 1, wherein the model uses an approximator selected from a group consisting of a polynomial regression, a decision tree, and a spline.
- [c9] 9. A data processing system readable medium having code embodied

therein, the code including instructions executable by a data processing system, wherein the instructions are configured to cause the data processing system to perform a method of predicting a behavior of a first customer of a vendor at a future date, the method comprising:

- accessing data regarding the vendor's customers;
- generating timeseries information for at least one of the vendor's customers;
- training a model to obtain weights, wherein training is performed using at least some of timeseries information; and
- predicting the behavior of the first customer at the future date, wherein predicting is performed using the weights in the model and at a frequency greater than monthly.

- [c10] 10. The data processing system readable medium of claim 9, wherein each of accessing and generating are performed at least daily.
- [c11] 11. The data processing system readable medium of claim 9, wherein each of the accessing and generating are performed substantially in real time.
- [c12] 12. The data processing system readable medium of claim 9, wherein the behavior includes likelihood of retention.
- [c13] 13. The data processing system readable medium of claim 9, wherein the behavior includes future revenue.
- [c14] 14. The data processing system readable medium of claim 9, wherein:
- accessing is performed for a second customer; and
 - the method further comprises removing a datum for the second customer before training because the datum for the second customer exceeds an outlier limit.
- [c15] 15. The data processing system readable medium of claim 14, wherein removing the datum for the second customer is performed after training.
- [c16] 16. The data processing system readable medium of claim 9, wherein the model uses an approximator selected from a group consisting of a

polynomial regression, a decision tree, and a spline.

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